

For Information

DATE: October 14, 2011

REPORT TITLE: **9-1-1 AWARENESS WEEK**

FROM: R. Kent Gillespie, Commissioner of Employee and Business Services

RECOMMENDATION

That the week of December 12-16th, 2011, be proclaimed "9-1-1 Awareness Week" in the Regional Municipality of Peel;

And further, that Emergency Communicators be commended for their dedication and commitment to public safety.

REPORT HIGHLIGHTS

- In 2010, Public Safety Answering Point (PSAP) Emergency Communicators received **353,749** calls for assistance through the 9-1-1 emergency number services.
- The Regional 9-1-1 emergency number represents a partnership among the Region of Peel, Peel Regional Police, the City of Mississauga, the City of Brampton, the Town of Caledon and the Ministry of Health and Long-Term Care in providing emergency communications services to Peel Residents.
- The 9-1-1 emergency number includes Police, Fire and Central Ambulance Communication Centres and has the capability of communicating in more than 140 languages.
- 9-1-1 Awareness Week activities are planned from December 12 – 16th, 2011 in the Region of Peel to educate the public about the appropriate use of the 9-1-1 emergency system.
- The ***Paul Schram Memorial Award for the Emergency Communicator of the Year*** will be presented during Regional Council on December 8, 2011.

DISCUSSION**1. Background**

Peel Regional 9-1-1 service was introduced in 1988. Since that time, millions of callers have obtained assistance from Police, Paramedics and Fire services. For the year of 2011, **353,749** calls for assistance were made to the 9-1-1 centre.

The Regional 9-1-1 service represents a partnership among the Region of Peel, Peel Regional Police, the City of Mississauga, the City of Brampton, the Town of Caledon and the Ministry of Health and Long-Term Care in providing emergency communications to Peel residents through a dedicated telephone network. The 9-1-1 emergency number includes Police, Fire and Central Ambulance Communications Centres. The service has the capability of communicating in more than 140 different languages.

Despite the tremendous success of the service, only 45 per cent of all 9-1-1 calls received at the Public Safety Answering Point (PSAP) represent valid requests for emergency assistance. The other calls received are either erroneous calls, non emergency or prank calls. It is important to continue to educate residents about the appropriate use of 9-1-1, for serious medical emergencies, ongoing criminal activity, or a fire, in order to reduce the incidence of non-emergency calls.

It should be noted that there has been a **1.13** per cent increase in the number of overall 9-1-1 calls received at the PSAP from 2009 to 2010. The need to educate the public on the proper use of 911 is important. Lowering the number of non-emergency calls will ensure that emergency assistance continues to be received in a timely manner by those who are genuinely in need.

An alternative type of phone service, Voice over Internet Protocol (VoIP), has gained much attention. Calls to 9-1-1 from VoIP phones that are non-fixed or nomadic, do not go directly to the 9-1-1 centre. The location information is not attached to the call so it gets routed to a call centre where there is an operator who routes the call to the appropriate 9-1-1 centre. If there is no voice contact, the location used is the address on file with the VoIP service provider. The public needs to ensure that they provide updated address information to their VoIP provider and understand how 9-1-1 works if they have a VoIP phone. The Region is conducting education and outreach to Peel residents about 9-1-1 calls with VoIP phones.

2. Raising Public Awareness

To assist in further educating Peel residents about the proper use of 9-1-1, the Region has developed and distributed educational material such as brochures, posters and fact sheets. Educational material is distributed to local hospitals, schools, Regional and municipal buildings, libraries and community centers. There is also a joint effort at communication involving 211 and 311 services within the municipality.

Information on 911 is also be made available on the Region of Peel Web Site, www.region.peel.on.ca

The Region continues to issue news releases to local media, invite media to events and work with community newspapers and television stations to foster awareness of how the 9-1-1 system works, and its intended use.

October 14, 2011

9-1-1 AWARENESS WEEK

As part of 9-1-1 Awareness Week, the Region will present the Paul Schram Memorial Award for the Emergency Police, Fire and Ambulance Communicator of the Year on December 8, 2011 during Regional Council. The Paul Schram Memorial Award is presented to Emergency Communicator's for displaying their commitment, outstanding dedication, professionalism and achievement to helping Peel residents during emergency situations. The award is named in honour of the late Paul Schram, who was instrumental in the development of the 9-1-1 service in the Region of Peel.

CONCLUSION

The 9-1-1 emergency number service is an essential component of the emergency communication network in the Region of Peel. The continued success of the 9-1-1 service reflects the combined dedicated efforts of all the public safety communication professionals within the Region. Staff recommend that the week of December 12-16, 2011, be proclaimed "9-1-1 Awareness Week".



R. Kent Gillespie
Commissioner of Employee
and Business Services

Approved for Submission:



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Carroll Francis at extension 6505 or via email at carroll.francis@peelregion.ca

c. Legislative Services

Proclamation

9-1-1 AWARENESS WEEK

December 12-16th, 2011

WHEREAS the 9-1-1 emergency number service is an essential component of our public safety system;

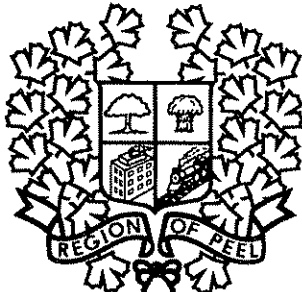
AND WHEREAS, the Region of Peel is continuing with the 9-1-1 Awareness Campaign to focus public attention on the proper use of the 9-1-1 emergency number; explain circumstances which warrant the use of 9-1-1; and communicate the importance of reducing the number of non-emergency and nuisance calls received by 9-1-1;

AND WHEREAS, calling 9-1-1 helps to ensure that the required emergency service is reached as quickly as possible;

AND WHEREAS, the residents of the Region of Peel should become aware of the proper use of the 9-1-1 service for emergencies;

AND WHEREAS, the hard work and dedication of emergency communications has made the 9-1-1 service the exemplary service the residents of the Region of Peel have indicated it to be;

THEREFORE BE IT RESOLVED THAT the week of December 12-16th, 2011 be proclaimed 9-1-1 Awareness Week in the Regional Municipality of Peel.



Emil Kolb
Regional Chair